

Answer

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Opposition Number: 91194544

Bass Pro Intellectual Property, LLC and Bass Pro Outdoor World, LLC – Opposers

Vs

Wayne Lee Hauser Jr. – Applicant

The Response to the Opposition is as follows:

1. True
2. True
3. True
4. True
5. True
6. True
7. False: Wayne Lee Hauser Jr. – Applicant, did not develop the Trade Name BassBite.com and Mark to cause confusion, or to cause mistake, or to deceive. The term BASS and the likeness of a BASS are the only commonalities to the opposition's Trade Name and Mark. A BASS is the most popular freshwater game fish in the United States and the opposer has no specific right to the exclusive use of the name BASS or the likeness of a BASS. The applicant chose the Mark and Trade Name BassBite.com to describe the focus of the web-site to potential visitors.
8. False: Applicant's Mark is unlikely to dilute Opposers' Marks. The only commonalities to the Opposer's Trade Name and Mark are the generic name BASS and the generic likeness of a BASS. Having the generic name BASS and the generic likeness of a BASS in common will in no way dilute the Opposers' Trade Names or Marks.

Date: May 17, 2010

Tight Lines,



Wayne Lee Hauser Jr.

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